

Welcome Message from Conference Chair

I warmly welcome you to the 27th Annual Conference of POMS in Orlando, FL. With a record number of participants expected this year, we are delighted to see that these annual conferences are becoming larger and more substantial every year. I am equally excited about the record number of sessions, and wide variety of ideas that scholars and practitioners will bring into our fold. This richness of ideas bodes well for the production and operations management field and our POM Society.



The theme for this year's conference, *Innovative Operations in an Information and Analytics Driven Economy*, is particularly appropriate for a meeting in Orlando. Entertainment and hospitality enterprises based in Orlando are leveraging analytics tools for setting new standards in operational excellence and service delivery. For instance, analytics are being used to select and deploy the right Disney characters to interact with children. I hope that this conference will allow the participants a productive discourse not only in managing business operations, but also in managing operations in other sectors such as healthcare, humanitarian operations, and urban logistics. Some of the underlying issues will be covered in depth in our college mini-conferences. I am also particularly excited about the upcoming presentations from our keynote speakers on the use of information and analytics in innovative organizations such as Amazon, MIT and Factory Physics Inc.

We greatly appreciate Sushil Gupta, Kalyan Singhal and Martin Starr for their dedicated service since the very beginning of our society. Under their leadership, volunteerism has risen to new levels within the POMS community. This conference would not be possible without generous help from them and a large number of other people. I am truly grateful to the Program Co-Chairs, Sriram Narayanan and Rogelio Oliva for the time, energy and thought that they have invested in organizing the program. They have also led the implementation of three new initiatives that go with the theme of the conference – the use of Twitter, social media, creation of cybercafés, and the availability of daycare for the families of young scholars. I am thankful to the conference organizing committee members, the track chairs, the session chairs, and the numerous volunteers, without whose generous contributions this conference would not have set another new record number of presentations and number of participants. We also appreciate the cadre of sponsors supporting this conference.

Most of all, I thank you, the participants, for enriching these annual conferences by your presence. As is a tradition with POMS conferences – I hope you will enjoy the content, renew old friendships, make new friends, get new ideas, and above all, have a good time.

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